



THE ENTREPRENEURIAL EDGE SYSTEM™

SUCCESS CIRCLE

When Entrepreneurs Play the Commitment Game, Nobody Wins.

Often times, new entrepreneurs play the commitment game. I want a business, but maybe someone will hire me – I'll hold off from starting for now. I'm scared about starting a business because I've never done it before. Maybe I shouldn't start because I don't know if I can be successful. It's not the right time. What will others think? I can't possibly make six or seven figures my first year.

This struggle on the inside, these self-limiting beliefs, will always cause a struggle on the outside (the kind of business you attract (or don't attract)), misaligned marketing messages...the list goes on.

People have belief systems and competing commitments driven by these deeply embedded belief systems. For example, I'm going to start a new business, but I really like the safety and security of a regular paycheck.

These competing commitments cause you to spend a great deal of energy attempting to satisfy each. Starting a business in that cloud can be frustrating to you and confusing to your customers leading to lackluster results.

Face it. Why do so many businesses fail? Lack of money? Yes, that's true but what's underneath that lack of money? Lack of clarity. There are several things at work. First, you have your belief systems. Then you have your conscious thoughts. You might be saying aloud, "Yes, I want to make a million dollars in my business. But subconsciously you might have deeply embedded beliefs that prevent you from achieving your goals. Your feelings give you that clue. You might have doubt, pessimism, blame, anger, powerlessness or any number of feelings which are an indicator of a misalignment. Even though you're saying you want to make a million dollars, you have competing beliefs and thoughts which lead to contrasting action.

There's another critical element to your Inner Entrepreneur. Something critical that I've spent over 17 years studying: your natural wiring. Your wiring is something you're born with but you can live a lifetime not understanding it. It is the underlying reason you may have selected a certain career, it affects the way you make decisions, and impacts how you stay motivated each and every day. I want to emphasize: EACH and EVERY day.

Your inner wiring affects the **why** you work the way you do. There are times your wiring will work and other times it will prevent you from getting the results you so deeply need, desire, and plan for unless you create awareness about that wiring and manage it.

Your natural hard wiring explains why:

- You might love the idea of **executing** your service or product but have a hard time **marketing** your product because you think to do so you have to be salesy;

- Striking up a conversation with anyone you meet may be easy for you but you have a hard time staying focused;
- You work on many things, but aren't getting the results you think you're working toward.
- Have a hard time going to networking events, but prefer one-on-one and smaller group interactions;
- You have a hard time executing if "it" isn't perfect, causing many delays.

When I asked one of my Premier Business Coaching clients, "what was the biggest reality check she got when she started her business?" she said, "Personal Responsibility. If I don't do it, it doesn't get done." Her second reality check moment: knowing how to stay motivated and how to create systems so she could execute her plans effortlessly and with her natural wiring.

Most people don't develop their innate understanding of how they are naturally motivated (or wired) enough to build their business in a way that is profitable and energizing for them personally. They make the mistake of not creating the support systems necessary to overcome a powerful resistance to change.

However, there is untapped energy to be found if we can become more aware of how to manage our natural wiring and outdated or self-limiting belief systems and learn how to work with the wiring and change the belief systems to create a dynamic and sustainable business.

Some tips to remember when building your business from the inside – out:

- Get clear about your preferred client and write down the attributes of your preferred client.
- Develop relationships and get to know how others like to give and receive their information (important if you want to seal a deal every time.) To learn more, visit www.freebusinessplanformat.com
- Systematize and monetize your business so your business works for you not you for it. Each day create a routine where you are spending focused time on an action item so you get the task completed and move on to the next.
- Ask yourself, "is what I am doing right now focused on what is most important for my business?"
- Schedule non-essential tasks to off-business hours.

What commitment will you make today to build a sustainable business?